

Hong Kong

Retail

# ENVISIONING THE FUTURE OF LUXURY FASHION RETAIL

Designing a new age luxury experience for the future customer



## AT A GLANCE

### Challenges

- New customer experience
- Maintain brand identity
- Breaking down into goals
- Test concepts fast

### Outcomes

- Became more Agile
- Clear roadmap developed
- Customer needs identified
- Alignment across teams



*“How might we dream for tomorrow but build for today?”*

## OBJECTIVES

“How might we dream for tomorrow but build for today?” was the opening statement made by a global high-end luxury fashion brand’s HK & Macao CIO. It set the tone for their first workshop, to kick off their experience transformation journey. However, designing a new age customer experience meant working backwards from a compelling and clear vision and breaking it down into actionable and measurable goals.

## CHALLENGE

The challenge was multi-fold.

Firstly, to envision a new age customer experience that would maintain the brand’s artistic sensibilities at its core, whilst exploring new digital tools to bring the experience to life. Secondly, articulating the experience so that it can be broken down into short term and long-term goals.

And thirdly, to put in place a plan to test concepts in the market to get them validated fast.

## OUTCOMES

### One

Unmet customer needs were identified, which helped to articulate the new experience

### Two

Business objectives and value metrics were aligned across teams

### Three

A wide range of future experiences were envisioned

### Four

A road map with clear direction was created for implementation